

**RACIAL HARMONY
AND FAIRNESS TASK FORCE FORUM
FEBRUARY 2, 2004**

**GREATER STOCKTON CHAMBER OF
COMMERCE
445 WEST WEBER AVENUE
STOCKTON, CALIFORNIA**

The Racial Harmony Forum began on the above date at 12:10 a.m.

MEMBERS PRESENT

Mayor Gary Podesto, City of Stockton
Doug Wilhoit, Greater Stockton Chamber of Commerce
Irvin Jefferson, Lodi Unified School District
Pennie Ruffin, City of Stockton
Janet Lilly, African American Chamber of Commerce
Valla-Marie Dunkle for Bishop Stephen Blaire, Catholic Diocese of Stockton
Matt Robinson, Public Information Officer, City of Stockton
Sean Fenner, Stockton Police Department
Chief Mark Herder, Stockton Police Department
Johnny Ford, City Manager's Office, City of Stockton
Francisco Arce, San Joaquin Delta College
Raul Rodriguez, San Joaquin Delta College
Dino Leonardi, City of Stockton

Ms. Lilly said that the International Festival will be held on Sunday, September 26, 2004. The function of today's meeting is to set up the basic committees and establish goals for each. The following committees and heads were noted:

FAITH COMMITTEE

(Valla-Marie Dunkle for Bishop Blair and Reverend Bob Hailey)

PROGRAM COMMITTEE

(Dr. Rodriguez and Francisco Arce of San Joaquin Delta College)

FUNDRAISING COMMITTEE

(Doug Wilhoit and Mayor Podesto)

Mr. Robinson distributed a letter signed by the Mayor and Mr. Wilhoit with a mock-up of sponsorship levels—platinum, silver, gold, and bronze, ranging from \$10,000 to \$500. Discussion ensued on a high and low monetary range at each level and the opportunities available for sponsors at each level, such as lunch at the event with the Mayor, reserved seats, publicity, etc. The goal should be to raise a minimum of \$20,000. Mr. Ford suggested a figure of \$50,000 as the maximum goal.

It was decided that the event will take place from 11 a.m. to 7 p.m. Ms. Lilly said that general information that vendors will be able to participate for free should be deleted from the mock-up submitted by the Mayor and Mr. Wilhoit. Discussion ensued on pictures for the brochure featuring children and spotlighting Weber's Point.

LOGOS

(Dino Leonardi)

Mr. Leonardi said that he has been reviewing other logos, many of which are being used by other groups. Mr. Robinson said that *The Record* had created a logo and he would bring this information to the next meeting. Ms. Lilly said if the logo is now available and everyone is in agreement, she would like to start using it for the mailings this month.

PUBLICITY COMMITTEE

(Irvin Jefferson)

A target date for sponsorship mailing is May 1 was indicated, but this could go into June. Channel 97, fliers in utility bills, and the Web site, and *The Record* will be used for early publicity. Mayor Podesto said that word can also be sent to through groups and community-based organizations. Ms. Lilly said that fliers should be in the community by midJuly. Mayor Podesto said there should be another meeting with the interfaith community and the Interfaith and Community Subcommittee as some representatives are not present. The Delta College paper could also be utilized, along with distributing fliers at other large events, such as Waterfest. Ms. Lilly said that smaller fliers could also be distributed at the Asparagus Festival, Cinco de Mayo, etc.

ENTERTAINMENT

Ms. Lilly said that keynote speakers and entertainers that are recognizable in the community will draw attendance. She suggested a gospel person to draw the black church community, adding that entertainment should be decided by what is popular with different cultures. She asked what the members would consider a major draw for different cultures. These people should be contacted but the budget must also be considered. Ms. Lilly said that she would speak to Dennis Lee as a representative of the Asian community. Discussion ensued on types of entertainment, and story telling was suggested. Mr. Ford proposed having a keynote speaker come in the night before who could kick off the event prior to the actual event. Discussion ensued on possible keynote speakers including Dr. Corneal West or Maya Angelou—people who have a connection to the community. Mr. Leonardi said he would check on the availability of the Civic Auditorium. Ms. Lilly said that a story telling center could easily be constructed, as it was for the Juneteenth Event. Stories from different cultures could be featured. Ms. Lily said that it is important to draft a letter now to the various groups to attain nominations for story tellers. This would come under the Publicity Committee. Ms. Lilly noted that music is often on the main stage. Mr. Fold stated that there could be a sponsorship of one area, such as the storytelling center or the main stage. Discussion ensued on sponsorship signage and the placement of the signs.

Ms. Lily asked if there would be arts and crafts demonstrations. Mr. Leonardi said that the Parks and Recreation Department usually supplies such activities at City-sponsored events. Ms. Lily said she would like to see art and craft demonstrations from different cultures. A request for artisans could be included in the letter requesting story tellers.

Clothing vendors were suggested. Mr. Robinson said that ethnic dress for the participants should be encouraged. Ms. Ruffin suggested a fashion show on the main stage. A book store with a reading area was also suggested. It was decided to use vendors with a focus on the community, rather than representatives from big companies such as Costco.

Ms. Lilly said that the focus today is on different ideas to keep people interested as they are walking around. She noted that a basketball shootout was a very popular event at the Juneteenth event. A puppet show was also successful. Mr. Ford suggested fingerprinting for the children. Ms. Lilly said that the Fire Department could give talks and hand out hats. Mr. Ford noted that businesses would like this opportunity to market themselves. Mr. Arce said that education workshops could be utilized. Ms. Lilly agreed that businesses that provide services could be

utilized. Mr. Leonardi said that using large business vendors would go against the grain of what the event is about. Ms. Lilly agreed, noting that there will be some businesses represented because of their sponsorships and sponsors would expect to see something besides having their name used at the event. She said that ethnic businesses will also be represented and questioned where one would draw the line on who could conduct business. Mr. Leonardi said that it was decided that vendors would not be charged because the intent was to have only community-based representatives with smaller businesses that have cultural and educational value, with no professional businesses except for food. Ms. Lilly agreed. Mr. Ford pointed out that any policy must be consistent. Ms. Lilly said that every vendor must submit an application to be reviewed by the committee and a selection committee will determine which vendors are appropriate for the venue. The point was made that the application process must not appear biased. Ms. Lilly asked that each committee person e-mail examples of the language they feel should be included in the application. A policy should be put in place for sales by vendors. Mr. Leonardi pointed out that there had been discussion about using professional vendors to supplement if there are not enough cultural and ethnic vendors.

Mr. Leonardi presented a draft vision statement to be reviewed.

Ms. Lilly reminded all that the next meeting will be March 2, 2004 at noon at the Greater Stockton Chamber of Commerce, and subcommittees must meet prior to this. The meeting adjourned at 1:10 p.m.